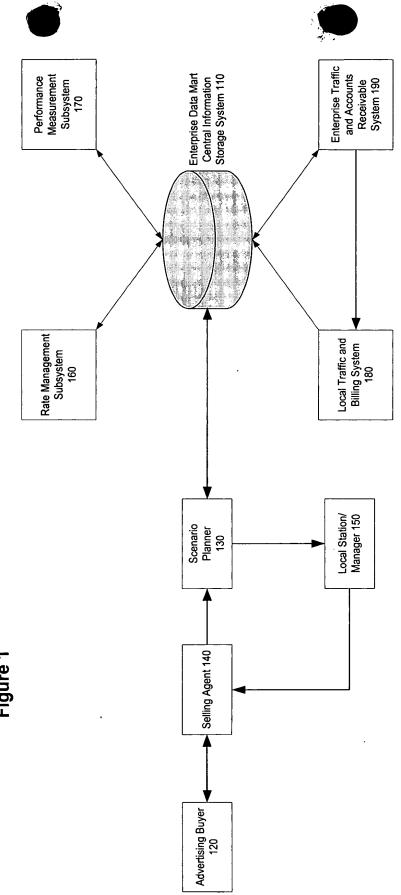
APPLN. FILING DATE: JANUARY 15, 2002 TITLE: INVENTORY MINIREVENUE MAXIMIZATION METHOD AND SYSTEM

INVENTOR(S): ALLAN GINSBURG ET AL. APPLICATION SERIAL NO: 033323-002

SHEET 1 of 8

Figure 1



APPLN. FILING DATE: JANUARY 15, 2002 TITLE: INVENTORE FORDIRENCE MAKKINGAMON INBITHOD

AND SYSTEM

INVENTOR(S): ALLAN GINSBURG ET AL. APPLICATION SERIAL NO: 033323-002

SHEET 2 of 8

186 Performance Rating 186b Product Type 186d History 186c Budget 186a

Figure 2

APPLN. FILING DATE: JANUARY 15, 2002 TITLE: INVENTORM AND REVENUE MEXIMIZATION METHOD AND SYSTEM

INVENTOR(S): ALLAN GINSBURG ET AL. APPLICATION SERIAL NO: 033323-002

SHEET 3 of 8

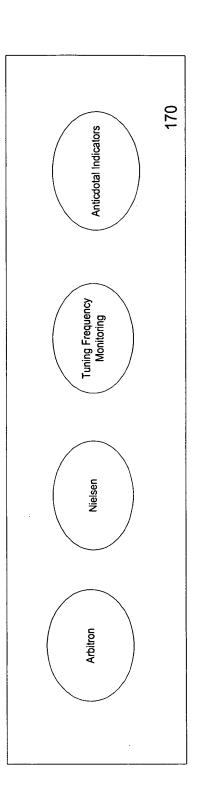
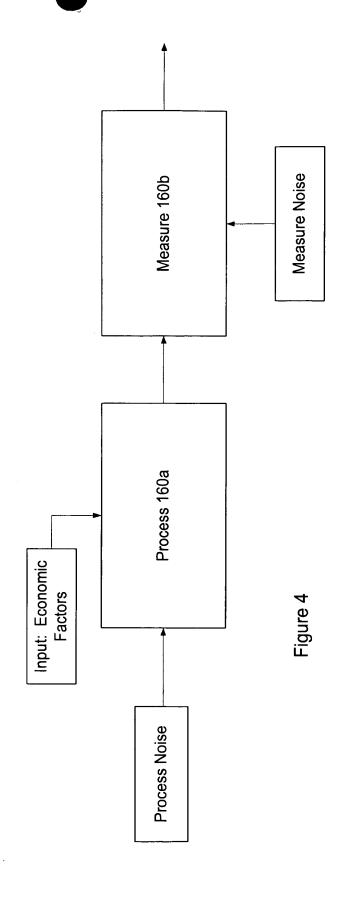


Figure 3

APPLN. FILING DATE: JANUARY 15, 2002 TITLE: INVENTORY AND REVENUE MAXIMIZATION METHOD AND SYSTEM

INVENTOR(S): ALLAN GINSBURG ET AL. APPLICATION SERIAL NO: 033323-002

SHEET 4 of 8

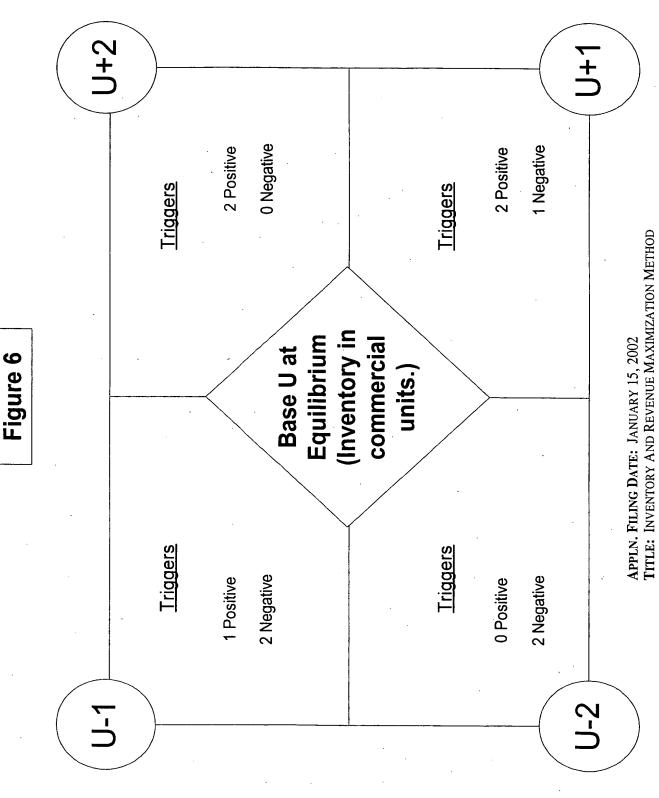


526 528 Buy is cancelled Terminate ž 524 Order is processed Buy is placed inside of freeze Yes 522 200 Begin Figure 5 SHEET 5 of 8 ž 520 Buy is placed outside of freeze Yes Seller and Buyer identify opportunity for advertising 502 solution APPLICATION SERIAL NO: 033323-002 518 Prices and Schedule frozen 10 business days Negotiate stage 506 504 New client process Customer Current 516 Scenarios using fuzzy rule sets Generate Yes 512 inventory range, Si, from TradeWinds Generate prices for expanded inventory range, Ei, from Generate prices for standard TradeWinds Obtain available inventory, Av, from 508 510 history and assign probability of Close, Pb, from SAM system local Inventory systems (LAN) Obtain Buyer

TITLE: INVENTIORY AND REVENUE MAXIMIZATION METHOD AND SYSTEM

INVENTOR(S): ALLAN GINSBURG ET AL.

APPLN. FILING DATE: JANUARY 15, 2002



INVENTOR(S): ALLAN GINSBURG ET AL. APPLICATION SERIAL NO: 033323-002 AND SYSTEM

SHEET 6 of 8

INVENTOR(S): ALLAN GINSBURG ET AL. APPLICATION SERIAL NO: 033323-002

SHEET 7 of 8

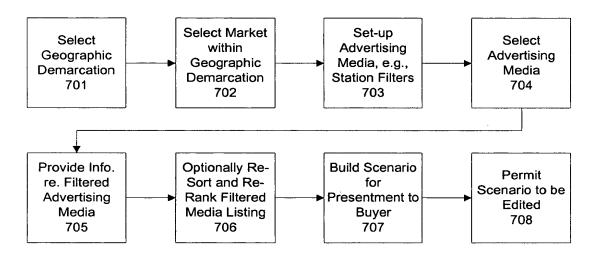


Figure 7

APPLN. FILING DATE: JANUARY 15, 2002 TITLE: INVENTORY AND REVENUE MAKINGIALION METHOD

AND SYSTEM

INVENTOR(S): ALLAN GINSBURG ET AL. APPLICATION SERIAL NO: 033323-002

SHEET 8 of 8

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7/14 Sat	\$40	30% - 48 15% - 15%	\$60	60 60 60 60	\$40	48			**************************************	196	72 15%		138	32%
7/13 Fri	\$80	48	06\$	60 80	06\$	48		90	40%		**************************************		138	32%
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